



STEPS TO ACHIEVING SMARTER FLEET MANAGEMENT:

**LOWER COSTS,
MORE CONVENIENCE,
GREATER CONTROL**

NOVEMBER 2022



COST. CONVENIENCE. CONTROL.

These are potentially three of the most important elements for fleet managers to consider daily. Harnessing the power of convenience and control can unlock many opportunities for fleets, but only if managers first understand what separates and connects these three concepts.

On the surface, cost is a fairly black-and-white subject. The numbers don't lie as the old saying goes, meaning a data-led approach can often seem the most sensible way to reduce your fleet's outlays and, with it, your total cost of ownership (TCO). Slightly less clear, though, is which data to trust and how to use it most effectively for your fleet's specific needs.

Next is convenience. Unlike cost, this can be a highly subjective – and emotive – topic. What is easiest for one driver may not seem so for the next, meaning personal preference or past experience can be extremely important.

For example, is it more convenient to drive on a traffic-heavy route for 15 minutes, or take a less direct, 18-minute drive that bypasses traffic entirely?

Where data and emotion meet, however, is around the idea of control. Ultimately, managing your fleet properly – and maximizing efficiency from top to bottom – is to some extent about having total control over your fleet.

For one, this requires you to understand the more personal drivers that affect your staff – what is most convenient for them and what keeps them happy, safe and engaged while driving. However, it also demands a good grasp of data-driven elements – from tracking to reporting – that can help you assess your fleet's performance anytime, anywhere.

Fortunately, there are several currently available tools, tips and technologies that can help you make sense of this complex picture. All of which we can help you with, as an experienced provider of integrated fleet solutions.

THREE WAYS TO UNLOCK SMARTER FLEET MANAGEMENT



1 FLEET SOLUTIONS

1

KEEP COSTS DOWN THROUGH INTELLIGENT TELEMATICS

While on average, 24% of fleet customers are not interested in, or currently prioritizing, digitalization, it is important to remember that the 'digital' part – the data – is simply a catalyst here, not an outcome.¹ Ultimately, the data that a telematics platform aggregates is used to achieve more tangible outcomes, such as streamlining processes, driving operational efficiency, or reducing TCO.

Despite its benefits, a large hurdle to fully embracing the full potential of digitalization is integration. With so many datapoints available, knowing what to do with them or how to merge them with existing systems can, at times, seem confusing – not to mention time consuming. With 61% of fleets looking for support with integrated reporting or easy integration within their own systems, platforms that are able to assume more of this responsibility could potentially allow fleet managers to focus on higher priority tasks.¹

This is where Shell Fleet Solutions can step in. While telematics on its own is an excellent way to help fleets reduce their total cost of mobility, Shell Telematics provides greater visibility into your drivers, vehicles, and operations. In short: it makes data work harder for your business. Furthermore, Shell Fleet Solutions understands that each fleet needs its own set of solutions. From the latest GPS vehicle tracking technology to the integration of your Shell Fleet Card data, everything involved is geared toward providing you with greater operational control.



DATA THAT WORKS HARDER
so you can run your business
more efficiently



GREATER VISIBILITY
into your drivers, vehicles,
and operations



CUSTOMIZABLE SOLUTIONS
Tailored to meet your
fleet needs

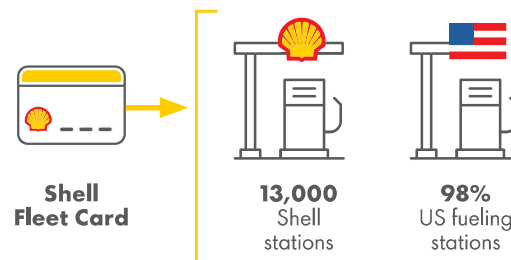
2

PRIORITIZE CONVENIENCE WITH AN EFFECTIVE FLEET CARD

Fleet management is an increasingly complicated task. It can be an administratively taxing, time-intensive role, which makes convenience such an important goal for fleet managers. After all, if day-to-day duties are more convenient, not only are fleet managers likely to be in a more emotionally positive and stress-free state, but they can also focus more of their time for the real value-adding tasks – like identifying how to unlock greater efficiencies.

Barriers often stand in the way, however. Take refueling, for example: on average, only half of drivers can choose any fuel or EV charging station to visit.¹ The other half, meanwhile, are restricted to a select few – stations that are potentially more expensive, trickier to reach or which don't offer the same range of fueling options. What's more, a convenient location was the most, or second-most, important reason for fleet customers when asked why they would choose one station over another to refuel.¹

One way to address this is to take advantage of a fleet card that helps to simplify tasks like refueling, while also reducing the time and cost associated with less convenient fueling options. Because it provides access to 13,000 Shell stations and is accepted at 98% of all US fueling stations, the Shell Fleet Card makes refueling a hassle-free process, by reducing the complexity and time often involved in fueling an entire fleet. This can ultimately contribute to happier drivers and more effective fleets.



And since it allows for mobile payments – the most desired service when it comes to supporting drivers' daily work – it's also a useful way to: make drivers' lives easier; boost overall efficiency; and better manage your fleet. Plus, when paired with the right telematics platform, it can help provide powerful insights into fleet operations, paving the way for a future transition to alternative fuels.

3

MAINTAIN CONTROL WITH FUELING AND MAINTENANCE SERVICES

While each company has different needs, all fleets ultimately want to be given the confidence that they are managing their fleet as efficiently as possible. Because, in doing so, they are more likely to reduce their total cost of mobility – a priority driver for fleets, regardless of sector or size.¹ But having full control of your fleet in this manner requires both a blend of functional and emotional inputs.

While greater convenience is one means of improving driver wellbeing and performance, this must be met with functional steps that can help drive costs down and benefit business. But of course, this looks different to every fleet – largely due to each business being at a different stage in its operational, financial or sustainability journey. For example, only a quarter of companies have started their electric vehicle (EV) transition, whereas greater control over fuel consumption and carbon emissions are more pressing priorities for most fleets.¹

Helping fleets get the foundational elements right should therefore be the main goal for fleet management service providers. Shell Fleet Solutions manages this in a couple of ways. For one, Shell TapUp provides mobile delivery of various high-quality

fuels directly from our vehicles to your fleet. This is a perfect example of where greater convenience meets reduced costs, since not only can this help reduce wear and tear – and the associated costs – but it also helps avoid extra time and miles spent driving to the gas station.²

Additionally, Shell Fleet Maintenance Hub has helped save customers an average of 26% on common services and labor, by using preventative, regularly scheduled maintenance to manage engine hours and extend vehicle lifetime.³ Through a reduction in unplanned maintenance, drivers and fleet managers alike can remove unnecessary stresses, while simultaneously contributing to a more efficient – and effective – fleet operation.

MOBILE DELIVERY



Shell TapUp delivers high-quality fuels directly to your fleet

SHELL FLEET MAINTENANCE HUB



26%

CUSTOMER SAVINGS
on labor and
common services

An aerial photograph of a multi-lane highway stretching into the distance. A white semi-truck is driving in the right lane, casting a long shadow on the road. The scene is bathed in the warm, golden light of a low sun, creating a hazy, atmospheric effect. Lush green trees line the left side of the road, and a grassy shoulder is visible on the right.

SHELL FLEET SOLUTIONS: YOUR PARTNER FOR PROGRESS

Between a need for greater convenience, cost savings and operational control, many fleets could potentially benefit from some level of operational support. Fortunately, it's now possible to find a solution that prioritizes both the emotional and functional needs of your fleet.

At Shell Fleet Solutions, we provide the best of both worlds, by combining data-led technologies with people-centric solutions. And because we work with fleets of all sizes, we're able to take a consultative approach to make sure we understand your specific needs, before delivering fit-for-purpose solutions that meet these requirements – both now and in the future.

**Find out more at
Shell Fleet Solutions**

or by contacting your Shell Fleet Solutions account manager today.

SOURCES

- 1 "Shell Fleet Solutions Customer Segmentation & Insights", Kantar 2022
- 2 Geotab. ["The business impact of off-route fleet refueling."](#) April 27, 2022.
- 3 Based on a national survey conducted by CarAdvise LLC in 2017. Shell Fleet Maintenance Hub has pre-negotiated discounts off of retail prices on both common maintenance services and labor rates. The typical customer can expect to see an average annual savings of 26% off of standard retail pricing when they book through Shell Fleet Maintenance Hub's platform. Final savings depend on the type of services performed, vehicle type, shop brand and regionality.